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Broadcasting Feb 27

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Oral arguments in court cases dot Fifth Estate
Baseball's 1984 rights package = $268 million

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New TV contracts push baseball rights to $268 million

Paced by a new five-year network contract with ABC-TV and NBC-TV, Major League Baseball broadcast rights rocketed up more than 75% in 1984 to $268 million. The increase was due largely to the $1.2-billion rights agreement signed last year by those two networks and the league. That pact, covering the six years from 1984 through 1989, will triple broadcast network right payments this year. And local broadcast and cable television rights increased an average of 11% over last year.

Although local rights around the American and National Leagues did not approach the overall increase, they passed the $100-million mark for the first time. Broadcast stations and regional cable sports channels have agreed to pay almost $105 million for local carriage rights, an increase of close to 11%.

Local rights fees for American League teams will come to slightly more than $53 million, up about 10%, while National League rights payments increased about 12% to almost $52 million.

Under the terms of the new network contracts, NBC will pay about $575 million over six years, while ABC will pay approximately $625 million, or an annual average of $104.2 million.

However, the terms of the contracts call for both networks to pay less than the annual average in the first years of the contract and more later on, presumably when the networks can command higher advertising rates. ABC will pay about $85 million in

1984, and NBC $75 million.

CBS Radio signed a new five-year agreement with Major League Baseball last December, covering the years 1985 through 1989 and valued at between $31 and $32 million. This year, the final one in its present contract, CBS will pay close to $3 million for its baseball rights.

The USA Network closed out the final year of a two-year agreement in 1983, and, due to the terms agreed upon in the new broadcast network pacts, no national basic cable pact is allowable through 1989.

Baseball's interest in cable for game carriage continues to grow regionally, however, as seven more teams begin participation in regional pay networks this season, including three allied with the new Sports Time cable service owned by Multimedia, Anheuser-Busch and Tele-Communications Inc. The Sports Time teams are the Cincinnati Reds, Kansas City Royals, and St. Louis Cardinals. The World Series champion Baltimore Orioles also moved into the cable ranks with its alliance with Home Team Sports, the Group W pay channel covering the Washington/Baltimore market. The Boston Red Sox, Detroit Tigers and Milwaukee Brewers are also launching cable projects this year.

At this stage only seven teams remain without a pay television deal, and two of them have been trying for some time—the Seattle Mariners, which are still negotiating with Group W Satellite Communications (at this point for a September start date), and the Cleveland Indians. The Indians had a deal with a local group but the service has never gone on the air. Other teams without a regional pay-TV deal are the Atlanta Braves and Chicago Cubs, both carried by superstations, and the San Francisco Giants, Oakland A's and the Montreal Expos.

For most of the teams now involved in cable, said Brian Burns, director of broadcasting, Major League Baseball, cable is still a "calculated risk." The questions of how cable exposure affects attendance at the gate, and whether any erosion can be offset by pay television revenues, he said, remain unanswered.

NBC will televise 32 regular-season games this year (including four doubleheaders and two prime time games) beginning Saturday, April 7, at 1:30 p.m. Vin Scully and Joe Garagiola will again be the announcing team for the primary game. NBC also has the World Series this year, scheduled to begin Tuesday, Oct. 9.

The average price of a 30-second spot during the regular season will be approximately $35,000. Rates for the World Series have not yet been set, but a network spokesman said they "will be in the $250,000 range," which compares to the $210,000 that ABC asked last year.

NBC baseball is practically sold out in the second quarter, while the third quarter is about 75% sold. Major clients this year include Miller Beer (Backer & Spielvogel), Ford Motor Co. (J. Walter Thompson), Gillette (BBDO) and American Cyanamid (Dancer Fitzgerald Sample).

ABC will carry 11 regular-season games this season, three fewer than last year, beginning June 4 with its first Monday night baseball contest. ABC will also carry the All-Star Game this year (July 10), as well as the American League and National League playoff series (best of five), scheduled to start on Oct. 2. Monday night games will cost about $70,000 per 30 in June and $65,000 in July. Two Friday-night contests in July are priced at about $60,000. Prime time league playoff 30's are priced at $130,000, weekend day spots at $65,000 and weekday spots at $25,000.

Among the ABC sponsors this year are Chevrolet (Campbell-Ewald), Anheuser-Busch (D'Arcy MacManus Masius) and Stroh's (BBDO).

A team-by-team breakdown follows:

Baltimore Orioles

In the second year of a four-year contract and for the sixth straight year, WFBR(AM) will cover all the action of the world champion Orioles. Harry Shriver, WFRB vice president and general manager, said the station in mid-February was close to a sellout, with just one 60-second and a handful of 30-second in-game spots left. Among top sponsors are Chevrolet, Kelly Springfield Tire, Gulf, Miller Brewing and Maryland National Bank. New this season is Mash's (meat and food products). WFBR's announcing team will again be Jon Miller and Tom Marr. Shriver said the station has been whetting Oriole fans' appetites with occasional "cold winter night" replays of last season, along with plans to continue its *Stan the Fan* call-in show, which was introduced in 1983. WMAR-TV will be going into the second year of its two-year rights contract with the Orioles and will telecast 52 games. Last year's agreement with Super TV for over-the-air STV games in the Baltimore-Washington area has been terminated. However, Group W Satellite Communications's Home Team Sports has contracted to carry 55 home and 25 road games of the Orioles on a network of cable systems in six states with a total subscriber count of 1.9 million. Home Team Sports debuts with the start of the season.

Boston Red Sox

The New England Sports Network, a joint venture of the Boston Red Sox, Bruins hockey team and Storer Communications Inc., announced less than two weeks ago it will launch a satellite-delivered pay-cable service reaching all six New England states with at least 150 live sporting events plus other, sports-related programing, during its first year, which will begin April 4. The service, which will include advertising sold both by the network and local cable operators as well as charge subscribers a fee reported to be between $7.50 and $10 per month, depending on the system, will present 90 Red Sox games its first year as well as 40 Bruins games and 40 repeats of Sunday afternoon Red Sox and Bruins games broadcast originally on WSBK-TV Boston, holder of the local broadcast TV rights to both teams. WSBK-TV will broadcast 70 Red Sox games this year, down from the 103 it broadcast in 1983.

Because WSBK-TV has fewer games to sell this year, advertising rates for the station's coverage have increased about 15% to 20%, according to Stuart Tauber, general sales manager at the station. Major sponsors for this year's coverage are Anheuser-Busch, Toyota, Kendal Oil and Gulf Oil.

WPLM(AM) Plymouth, Mass., will again originate coverage of Red Sox games—181 regular and exhibition games—to a network of 75 stations in the New England area and two in Florida. According to station owner and president, John T. Campbell, major sponsors this year are Anheuser-Busch, Ford and PeoplExpress.

Cleveland Indians

WWWE(AM) continues as Indians radio rights holder and will cover the 162 regular season games plus 12 exhibitions. The rights contract runs through 1985. Herb Score and Nev Chandler will handle booth chores. David George, who coordinates WWWE's Indians network, reported solid sales activity, despite expanded in-game availabilities. Anheuser-Busch and Stihl (chain saws) top the list of WWWE's baseball advertisers. WUAB-TV's vice president and general manager, Jack Moffitt, said the independent will telecast 50 road games in the second year of its three-year rights contract. Joe Tait and Reggie Rucker, former pro football star, will announce. Moffitt said sales were going "fairly well" and prospects in general are "brighter than last year." Anheuser-Busch, McDonald's and Burger King top the national sponsor list. A decision pends on whether Indians games will again be carried on a regional cable-sports channel. Options to those rights are held by the owners of the local basketball Cavaliers who also own the Minnesota hockey North Stars and the Richfield (Ohio) Coliseum.

Detroit Tigers

"Your Season Pass" is the marketing slogan being used to convince Detroit-area cable subscribers to pay $10 per month for a new, regional sports network that will present Detroit Tigers baseball, Pistons basketball, Red Wings hockey, amateur boxing events and University of Michigan and Michigan State University, basketball and possibly football on a network that will cablecast 365 days a year, starting April 17. The new network, Pro Am Sports Systems (PASS), will cablecast 80 Tigers games, (64 home, 16 away), while local TV rights holder, WDIV(TV) will broadcast 50 games this year (including preseason) down from 52 regular and five preseason games last year.

At launch, PASS expects to have between one-quarter and one-half of the more than one million cable subscribers in its marketing area, which includes northern Ohio and northern Indiana as well as Michigan, according to William J. Wischman, executive

AMERICAN LEAGUE EAST

Team	1984 rights	1983 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	$ 3,500,000	$3,050,000	WMAR-TV 7	WFBR 60	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay-cable rights.
Boston Red Sox	3,400,000	3,200,000	WSBK-TV 4	WPLM 77	WSBK-TV holds TV rights; WPLM holds radio rights.
Cleveland Indians	3,400,000	3,400,000	WUAB	WWWE 35	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	2,700,000	2,000,000	WDIV-TV 4	WJR ??	WDIV-TV holds TV rights; WJR holds radio rights; and Pro Am Sports System holds cable rights.
Milwaukee Brewers	3,250,000	2,700,000	WVTV 7	WTMJ 50	Brewers retain radio and cable rights; WVTV retains TV rights.
New York Yankees	11,700,000	11,500,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	5,000,000	4,400,000	CTV-TV	CJCL 26	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Services holds radio rights; First Choice holds pay-cable rights.

AMERICAN LEAGUE WEST

California Angels	4,000,000	4,000,000	KTLA 15	KMPC English 14 KLUE Spanish 5	Golden West Broadcasters (KTLA and KMPC) has partnership with Angels for broadcast rights, including Spanish-language radio; ON-TV has STV rights (KBSC-TV Los Angeles).
Chicago White Sox	4,000,000	3,400,000	WFLD-TV 2	WMAQ 22	White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,800,000	1,300,000	WDAF-TV 18	WIBW 105-110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights; Sports Time holds pay-cable rights.
Minnesota Twins	1,500,000	1,250,000	KSMP-TV	WCCO 30	Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTMA-TV Minneapolis).
Oakland A's	2,000,000	1,450,000	KHBK 5	KSFO 14 KBRG Spanish	KBHK holds TV rights in partnership with A's; KSFO holds English-language radio rights; KBRG holds Spanish-language radio rights (affiliates undetermined at this time).
Seattle Mariners	1,400,000	1,200,000	KSTW 4	KVI 17	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	5,500,000	5,500,000	KXAS-TV 13	WBAP 12	Rangers retain broadcast rights; Home Sports Entertainment (Warner Amex) holds pay-cable rights.

NATIONAL LEAGUE EAST

Chicago Cubs	3,600,000	3,000,00	WGN-TV 14	WGN 46	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,500,000	7,300,000	CBC-TV English 41 French 18	CFCF 38 CKAC 40	Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.
New York Mets	10,900,000	10,500,000	WOR-TV	WHN 10	Mets have partnership arrangements with broadcast originators; Sportschannel holds pay-cable rights.
Philadelphia Phillies	8,000,000	7,000,000	WTAF-TV 2	WCAU 25	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	3,000,000	2,160,000	KDKA-TV 5	KDKA 35	Group W (KDKA-AM-TV) holds broadcast rights; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.
St. Louis Cardinals	2,600,000	1,700,000	KSDK 13	KMOX 108	KSDK holds TV rights; KMOX holds radio rights; Sports Time holds pay-cable rights.

NATIONAL LEAGUE WEST

Atlanta Braves	2,100,000	2,000,000	WTBS	WCNN 100	WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.
Cincinnati Reds	2,300,000	2,100,000	WLWT 8	WLW 95-100	WLWT holds TV rights; Reds retain radio rights; Sports Time holds cable rights.
Houston Astros	3,100,000	3,100,000	KTXH 12	KRBE 30-35 KYST Spanish	Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds cable rights.
Los Angeles Dodgers	3,500,000	3,100,000	KTTV 1	KABC 25 KTNQ Spanish 2	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).
San Diego Padres	2,400,000	1,200,000	KCST-TV	KFMB 4 XEXX Spanish 15	KCST-TV holds TV rights; KFMB holds radio rights (English), and XEXX holds Spanish-language radio rights, Sun Cable and American Cable Television hold pay-per-view cable rights.
San Francisco Giants	2,500,000	2,000,000	KTVU 3	KNBR 7 KOFY	KTVU holds TV rights; KNBR holds radio rights. KOFY will originate Spanish-language broadcast.

AL total	**$53,150,000**	**$48,350,000**
NL total	**$51,800,000**	**$46,360,000**
Majors total	**$104,950,000**	**$94,710,000**

Not included in the table are network payments for nationally broadcast games that total about $163 million. ABC-TV—$85 million, NBC-TV—$75 million and CBS Radio—about $3 million.

vice president, general manager of the network and former manager of the ON TV sports system, which broadcast Tiger games over parttime STV outlet, WXON-TV Detroit, until last spring. PASS has contracted to use WDIV's facilities to produce its sports coverage year-round, according to Wischman, who said the network will broadcast live via Westar V, each night starting at 7:30 p.m. The pay cable network is in its first year of a seven-year contract with the Tigers, while WDIV is in the first year of a new five-year contract with the team.

At WDIV, Tigers games last season were said to have produced the highest average local ratings of any major league baseball team in the country (averaging a 20 rating/40 share). Chevrolet, Miller Brewing Co. and McDonald's will again be the major sponsors of the station's coverage of the games.

WJR(AM) Detroit will again originate radio broadcasts for a network of 39 stations carrying Tigers games, according to Jim Long, vice president, general sales manager at the station. Major sponsors this season will be Anheuser-Busch, Chevrolet, Marathon Oil, Bank of Commerce and Little Caesar's Pizza.

Milwaukee Brewers

The Brewers cut in half the number of regular season games licensed to local broadcast TV in 1984, to accommodate the team's participation in an exclusive, regional pay sports network, set to launch April 3 on cable systems reaching at least 200,000 subscribers. Sportsvue, a joint venture of the Brewers and the Milwaukee Bucks basketball team, will broadcast 200 sporting events each year, including 67 Brewers games, 33 Bucks games, professional hockey and soccer and sporting events at the University of Wisconsin and Marquette University. The regional network is recommending cable operators charge subscribers $8 per month for its service, and although Bill Haig, vice president of TV and radio for the Brewers, refused to discuss compensation the network is receiving from cable systems, industry sources say Sportsvue is asking for 60% of the revenues from sale of the service.

Although 450,000 homes in the Milwaukee area have been wired for cable, the city itself has not yet been cabled. In an attempt to secure interim pay TV coverage of the games in the city, the Brewers team is negotiating with a subscription TV service and an MDS operator, according to Haig.

WVTV(TV) Milwaukee, which last year broadcast 60 Brewers games, is in the first year of a new, two-year contract with the team, enabling the station to broadcast 30 regular season games, all of them away from home, plus, for the first time, eight preseason games. Although Mike Schuch, WVTV vice president and general manager, declined to discuss fees paid for this year's rights, sources in Milwaukee confirmed it paid $950,000, down from the $1 million paid in 1983 for the right to broadcast 60 regular season games.

Advertisers have been supportive of the preseason games, according to Schuch, and local sales are on target. Schuch said the station has sold out the 13 minutes of time it has to sell in each of the 38 games broadcast on its seven-station regional TV network. Major sponsors are Miller Brewing Co., Toyota and True-Value Hardware.

The Milwaukee Brewers Radio Network, now in its second year of operation as a subsidiary of the team itself, will again produce its own coverage (including pre- and postgame shows) of all 162 regular season games and 17 preseason outings to be played this season. WTMJ(AM), the network's originating station, will again share the cost of transmitting the games to a regional network of at least 50 stations and again has the local advertising rights, according to Steve Smith, vice president, general manager of WTMJ, who called the station's partnership with the Brewers Radio Network, "a win-win situation" and "a relationship we hope will continue far into the future."

Pooling pay product. Major League Baseball is doing all it can to see that the regional cable networks are successful. At baseball's winter meeting in Nashville last December, the teams unanimously passed the Major League Baseball Pool Agreement, intended to give regional pay operations greater program choices. "It's designed to make their product better," said Brian Burns, baseball's director of broadcasting. Essentially, the agreement gives each team the right to pick up and distribute in its market a limited number of games played by every other team. Once the limit is reached, the team looking to import a game would have to seek permission from that game's home team. For each game picked up, the importing team would pay between one cent and three cents per subscriber, depending on the number of subscribers claimed by the pay outlet in the market. The compensation fees will go to Major League Baseball's "pool operation," which has been set up to dispense information concerning the importation of such games, such as scheduling information and satellite availability. Any profit made by the pool would be distributed equally among the 26 teams.

Los Angeles Dodgers

KTTV(TV) Los Angeles continues to originate Dodger coverage with the on-air team of Vin Scully, Jerry Doggett and Ross Porter. The station, which will feed at least one other outlet, is broadcasting 46 regular and four preseason games. Mark Wolfson, an independent producer based in Hollywood, has joined KTTV as producer/director of the baseball telecasts, succeeding Rob Hiestand, named coordinator of the internal Dodger telecasting operation as well as director of the new live *Dodger Dugout* series. Advertising and promotion plans were still being finalized for the new season.

ON TV, the subscription television service over KBSC-TV Corona, Calif., enters its eighth season televising 15 home games from Dodger stadium. This is the final year of the ON TV contract, and the Dodgers are said to be considering other pay TV options. Among them: a regional cable sports channel jointly owned and operated by Sportschannel, Warner Amex Cable, Oak Communications (ON TV's parent company) and Daniels & Associates. Talks are ongoing among the proposed partners and several Los Angeles teams which they hope will participate—including the Dodgers, the Angels, basketball's Lakers and hockey's Kings.

At KABC(AM), assistant creative services director Shelley Wagner reports play-by-play will begin March 6 with exhibition games from Vero Beach, Fla. Air personalities will originate sports and other programing from the preseason headquarters through opening day. The station's daily sports call-in series, *Sports Talk*, will originate from the ballpark in Los Angeles for home games. KTNQ(AM) will originate all Dodger games in Spanish, feeding two other stations.

New York Yankees

The Yankee's television rights holder, WPIX(TV) New York, enters the 1984 baseball season with a new three-year extension to its current five-year pact, set to terminate this year. Sponsors for Yankees games include Anheuser-Busch, Toyota, Citibank, Chrysler-Plymouth and Canon. "Thirty-second spots are up 20% to $7,200," said a WPIX spokesman.

As for radio, WABC(AM) is entering its fourth year of a six-year agreement—initial three-year agreement with option for additional three years—as the originating station of Yankee games. However, the team retains the radio broadcast rights with Hackensack, N.J.-based Adler Communications handling sales. "We sell advertisers 18 pre- and postgame packages," said WABC vice president and general manager James Haviland.

Forty games this season will be televised over pay cable TV via Sportschannel, a subsidiary of Cablevision, which will be in its third year of a 15-year deal. "Beginning in 1985 we will start televising 100 games," said Sportschannel Vice President Larry Meli. Major sponsors on Sportschannel includes Anheuser-Busch, Toyota and Getty Oil.

Toronto Blue Jays

Telemedia Broadcast Services holds the radio rights to Blue Jays games. The originating radio station for a network of 26 will be CJCL(AM) Toronto. It will broadcast all 162 games plus seven exhibition games. Major sponsors of the radio network are General Motors (Pontiac division), Labatts Brewery; McDonald's, Panasonic, Gulf Oil, Canada Imperial Bank of Commerce, Speedy Muffler, Chilton and Coca-Cola, according to Len Brumson, TBS president. Broadcast television rights are held by Labatts Brewery, which also owns 45% of the Blue Jays.

Cable rights for 10 games are held by First Choice, a Toronto-based cable company. Total rights payments to Blue Jays comes to about $5 million. The average price of a 30-second spot on radio is $41,000, Bramson said.

California Angels

KTLA(TV) Los Angeles signed a new TV rights contract with the California Angels this year. ON TV will carry 15 Angels home games this year, over STV outlet KBSC-TV Corona, Calif., under a contract extending through this season. KMPC(AM) will again originate all Angels exhibitions and season contests this year, and the Dodger/Angel "Freeway Series" in March. Major sponsors signed for the games include Anheuser-Busch, Chevrolet, Avco Financial Services and Chevron. KMPC's contract is renegotiated each year, although both the station and the team are commonly owned by Gene Autry.

Chicago White Sox

Television originator WFLD-TV is in the second year of a three-year contract with the White Sox, while its radio counterpart, WMAQ(AM), is entering the third year of a five-year agreement. The regional sports cable channel in the area, created by the owners of the White Sox, Bulls (basketball), Sting (soccer) and Black Hawks (hockey), and known as Sportsvision, has been purchased by Sportschannel, the joint venture owned by Cablevision Systems, Woodbury, N.Y., and the Washington Post Corp. The regional pay service will carry 100 White Sox games in 1984 (60 home games and 40 away). With the purchase of the pay channel from the teams, Sportschannel negotiated a 10-year cable rights agreement for carriage of White Sox baseball. Sportsvision, as the service is still known, has about 15,000 subscribers who pay between $10 and $12 a month for the channel. There are 10 cable systems in the Chicago market, serving about 400,000 basic subscribers. In addition, the teams' relationship with ON TV continues this season, with the STV outlet (WSNS-TV, ch. 44) carrying 80 of the 100 games that will be seen on the regional cable service. ON TV now has about 90,000 subscribers, but is in the process of merging with the competing Spectrum STV operation, owned by United Television. Combined, those two services will command between 130,000 and 140,000 subscribers.

WFLD-TV will air four preseason and 51 regular season games, most of which are away games. Among the sponsors that the station has signed is Chicagoland Dodge Dealers. Tom Hoyt, general manager of WMAQ(AM), said the sales pace for White Sox baseball has doubled over a year ago, so that the station is "almost sold out" at this point. Sponsors include Chicagoland Chevrolet Dealers, True-Value Hardware, Zenith, Texaco, General Finance, Farmers Insurance, Eastman Kodak, Mr. Z's Pizza and Budweiser.

Kansas City Royals

The Kansas City Royals will be broadcasting on a radio network of 105-110 stations in 11 states, the largest in the American League, according to Bob Fromme, general manager of the Royals Radio Network, the Stauffer Communications-owned rights holder. Stauffer is also licensee of WIBW(AM) Topeka, Kan., the originating station. This is the first time the radio network will be distributed by satellite, Fromme said, over Westar III to each affiliate. (Stauffer had installed three-meter receive satellite dishes at each affilliate.) Major sponsors on the radio network are Pabst Brewing; Datsun; Getty; Guy's Potato Chips. WIBW will originate broadcast for 178 games—162 regular and 16 spring training games. Broadcast television rights are held by Taft's WDAF-TV Kansas City, Mo., which holds the rights to broadcast 41 away games. Cable Television rights are held by Sports Time, the cable sports network owned by Anheuser-Busch, Multimedia, and Tele-Communications, which holds rights for 50 games, about equally divided between home and away games. Major sponsors of broadcast television games, which will be satellite delivered to 18 stations in 11 states, are Miller Beer and Chevrolet.

Rise in diamond prices

How the radio, TV and cable rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING.

1975	$44,495,000
1976	50,820,000
1977	52,110,000
1978	52,510,000
1979	54,500,000
1980	80,275,000
1981	89,525,000
1982	118,350,000
1983	153,610,000
1984	267,950,000

Texas Rangers

The club again retains broadcast rights to Rangers games and takes a key role in setting up networks and selling time. KKAS-TV Fort Worth is again the originator of television coverage, feeding 30 games to a network of 13 stations. In radio, WBAP(AM) Fort Worth remains the flagship for a 12-station network and will feed coverage of all 162 regular season games and 25 spring training games. Roy Parks, executive director of the Texas Rangers Baseball Network, reported sales already close to last year's total and likely to exceed last year's by about 15%. Miller Beer, Chevrolet, Gulf Oil and Dr. Pepper are among the major TV clients; Chevrolet, Budweiser and Coca-Cola are among those in radio. One hundred games will be on pay cable on Home Sports Entertainment Network, a five-state group of cable systems organized by Warner Amex after it acquired cable rights in a deal said to yield the Rangers $2 million to $3 million a year for five years (BROADCASTING, Feb. 21, 1983). The games are part of a pay cable package for which subscribers pay, on average, about $9.95 a month.

Minnesota Twins

Midwest Radio-Television's WCCO-TV holds the broadcast television rights to the Minnesota Twins, but is again subleasing them to United Television's KMSP(TV) Minneapolis. The cable television rights had been the subject of a legal dispute after Midwest bought what it believed to be all radio and broadcast television rights and first refusal for cable television rights from Midwest Federal Savings and Loan Association. A jury ruled in Midwest Radio-Television's favor, and the company is now waiting for a judge to reaffirm the jury's decision and settle the matter, reported Jim Rupp, Midwest Radio-Television president. Total rights payments to the Twins are about 10% above last year—$1.5 million.

Oakland Athletics

KBHK(TV) is concluding the third year of a three-year contract joint venture agreement with the A's for television coverage, with 44 games scheduled this season, including 12 home games. In addition to its usual promotion strategy, the station for the first time plans to promote its coverage by advertising on local cable systems carrying ESPN and CNN. KSFO(AM), also entering the final year of its three-year contract with the A's, has signed sponsors Anheuser-Busch and Chevrolet. San Francisco's KBRG(FM) is originating Spanish language coverage and may feed other stations in the U.S. and Mexico.

Seattle Mariners

KSTW(TV) is telecasting 50 live games this season, two of which will be at home. Coverage is being fed to stations in Kennewick and Spokane, both Wash.; Boise, Idaho, and Portland, Ore. Bruce Lumpkin, general sales manager, reports "sales are ahead of last year," and cites such major sponsors as Anheuser-Busch and Union Oil. Negotiations are in the final stages to sign other advertisers, including Burger King, True Value Hardware and Chevrolet. The station has signed a new two-year contract. On radio, a spokesman for KVI(AM) reported that six major advertisers have been signed for the baseball coverage, but declined to name them because of "competitive consider-

ations." The Mariners are in negotiation with Group W Satellite Communications on a contract covering cable television, but it is not known if an agreement will be reached by the start of the season.

Atlanta Braves

Five preseason exhibitions will be among the 150 Braves games that WTBS(TV) Atlanta will telecast, according to Don Ellis, executive producer of sports at the superstation. TV rights to the Braves schedule are held by Turner Broadcasting System, which owns WTBS and the Braves. The telecasts will be channeled to 5,968 cable systems, reaching 29.3 million homes. Rotating as announcers will be Ernie Johnson, Skip Caray, Pete Van Weiren and John Sterling. Among national sponsors signed are Toyota, Red Man chewing tobacco, Eastern Air Lines, Coca-Cola, Anheuser-Busch and Gulf. WTBS has scheduled *A Tale of Two Seasons*, a documentary on the Braves, in prime time, Sunday, March 25. Like a similar offering last March, *A Long Way to October*, it will be narrated by veteran sports commentator Red Barber. The Braves organization retains its radio rights and does its own selling. This year, game originator will be WCNN(AM) Atlanta, switching from WSB(AM) there. Announcing is to be handled by Johnson, Caray, Van Weiren and Sterling. Top national accounts include Anheuser-Busch, Eastern and Coca-Cola.

Share and share alike. KPDX-TV Vancouver, Wash., and KSTW-TV Seattle have begun what they call an "informal business partnership," under which the stations will exchange programs of common interest. Starting in April, the first of 25 Seattle Mariner baseball games telecast away from home by KSTW-TV will be fed to KPDX-TV. The stations say their partnership is a "two-way street," with KSTW-TV now in the process of planning sports and special events programing of interest to both markets.

San Diego Padres

KCST-TV San Diego enters the second year of its three-year pact with the Padres, feeding coverage to three other stations. About 50 games will be telecast. According to Jerry Coleman, Padres radio/TV director, the team will make games available to about 400,000 area cable subscribers on a pay-per-view (PPV) basis through Cox Cable, Sun Cable and American Cable Television. Negotiations are in progress to link the PPV network to other area cable systems, he said. Subscribers will be offered two separate PPV packages of either 40 or 20 games. The Padres will produce the games, although the team and one or more cable systems may originate local pre- and postgame shows.

KFMB(AM) will be in the second year of its three-year pact with the Padres, feeding four smaller stations. A Spanish-language network of about 15 stations will be originated at XEXX(AM) Tijuana.

Houston Astros

The club continues to retain broadcast rights, setting up its networks and handling sales to advertisers in most cases, although the stations also have spots to sell. KTXH(TV) Houston is again the TV originator and will feed coverage of 75 games to a network of 12 stations, although the number of games varies in each market. KRBE(AM) Houston will again originate radio coverage for a network of 30 to 35 stations, with KRBE-FM simulcasting the night games. Radio network coverage will include all 162 regular-season games plus 17 preseason contests. Art Elliott, director of broadcast operations for the Astros, is also in the process of setting up a "small" Spanish-language network, with KYST(AM) Texas City, Tex., as the originator, to cover all regular season and a dozen preseason games. Elliott reports advertising sales moving well, with Anheuser-Busch, Datsun and First City Bank of Houston among the major sponsors on both radio and TV and with Coca-Cola among others

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signed for radio and Gulf Oil for TV.

Eighty Astros games will be carried on cable by the Home Sports Entertainment Network, a group of some 40 systems (led by Warner Amex) operating in five states. The games will be part of the pay-cable package, for which charges to subscribers are said to average about $9.95 a month.

San Francisco Giants

KTVU(TV) San Francisco/Oakland is carrying the Giants in the first year of a new five-year contract, feeding three other stations. Play-by-play continues with Gary Park and Hank Greenwald. The station is carrying 31 regular season games, with major sponsorships signed by Lowenbrau beer and Toyota. Among the on-air promotional campaigns this year is one that will feature actor Ronnie Schell spoofing cold weather in Candlestick Park, a tie-in to the Giants's "Hang In There" campaign.

KNBR(AM) also begins a new five-year radio contract this season, carrying all pre- and regular season games. The station will feed seven others, while KOFY(AM) enters its third year of Spanish-language coverage.

St. Louis Cardinals

Pay cable becomes part of the St. Louis Cardinals broadcast picture in 1984 as Sports Time cable network, cablecasts 52 games of the Cards' schedule. The Cards' coverage is part of a regional Mid-America package offered by Sports Time, under which it will present 52 games each of the schedules of the Cardinals, Kansas City Royals and Cincinnati Reds. Although individual cable systems will set the actual pay fees, a Sports Time official said that projected fee is from $9 to $12 per month for the package. The package extends as far west as Colorado and as far east as West Virginia. On a local basis, KSDK(TV) St. Louis will cover 40 road games. Tony Bello, director of sales, says that 85% of last year's sponsors have renewed already.

Cincinnati Reds

The Reds, who retain radio rights, will continue to have WLW(AM) as originating station for all exhibition contests (two in Puerto Rico) and the full 162-game regular season slate. Marty Brennaman and Joe Nuxhall will announce. Jim Winters, director of broadcasting for the Reds, reported in mid-February that in-game radio positions were 100% sold and pregame and postgame spots were 95% gone. Leading the list are Anheuser-Busch, Marathon Petroleum and Chevrolet. The last is new to the Red's radio lineup and, in that connection, there will be a "Chevy Home Run Inning" in each game. Prizes will range up to a new Chevrolet for a grand slam home run.

WLWT(TV) will telecast 48 Reds games in a continuation of its multiyear rights contracts with the team. TV announcers will be Ken Wilson and Ray Lane. Cable rights to the Reds have been granted to Sports Time, the new regional pay-sports channel in 15 Midwestern states. Sports Time is a joint venture of Multimedia Inc. (whose holdings include WLWT and a minority interest in the Reds), Anheuser-Busch (owner of the St. Louis Cardinals) and Tele-Communications Inc. (BROADCASTING, July 25, 1983, et seq.). Bill Spiegel, general manager of Multimedia Sports Productions, said 52 games are planned on a Reds lineup that will have the potential of reaching more than six million homes.

New York Mets

WOR-TV will begin its 22d season as the originator of New York Mets television broadcasts, a partnership arrangement it has had with the baseball club since the Mets were formed in 1962. Among the sponsors returning this season to the station, which sells the time, are Anheuser-Busch (Budweiser), Nissan Motors/Datsun and Manufacturers Hanover Trust. Participating advertisers include Coca-Cola and Getty Oil. "We made a commitment to upgrade the production of the games," said WOR-TV vice president and general manager, Peter Leon. "There will be more on-air promotion this season, as well as more reports on the Mets in our local newscasts," Leon added. WOR-TV is carried on approximately 130 cable systems nationwide.

On the radio side, Mutual's WHN(AM) is in its second year of a three-year deal. "Sales have been a little slow because of the Olympics," said Brian Moors, station vice president and general manager. "But we anticipate the majority of our major sponsors from last season to be back this year," he said.

On cable, Sportschannel is in its third year of a 30-year agreement airing 60 games both home and away. Fran Healy replaces Bud Harrelson as announcer.

Philadelphia Phillies

Both Phillies broadcast rights holders are in the early stages of multiyear contracts—WTAF-TV is entering the second year of a 10-year rights agreement, and WCAU(AM), the third year of an 11-year radio rights pact. Prism, the regional pay cable outlet which was purchased by Sportschannel (Cablevision and Washington Post Co.) last June, continues to hold the local cable rights in a multiyear agreement.

WCAU, which will broadcast all 162 regular season games this year, as well as 18 exhibition games, has a regional network of 25 radio stations. Among the Phillies sponsors this year are Budweiser, Coca-Cola and Eastman Kodak. WTAF-TV will carry 80 regular-season games and three exhibition games. Sponsors include Anheuser-Busch, Roy Rogers, Datsun and Mellon Bank.

The cable programing network Prism, which now has about 375,000 subscribers, will carry 30 exclusive Phillies home games this season. Subscribers pay between $10 and $12 for the service, which currently programs about 75% of its program time with nonsports entertainment and 25% sports.

Pittsburgh Pirates

In television, KDKA-TV Pittsburgh is the originator again and will feed a network of five stations, covering 40 games. Carolyn Wean, general manager of KDKA-TV, reported sales going "very well," with Anheuser-Busch, a major national advertiser, returning along with a number of local sponsors. In radio, KDKA(AM) will again originate the games, covering all 162 regular season contests and 15 exhibition games on a network of some 35 stations. Daniel Friel Jr., KDKA(AM) general manager, said he was "pleased" with sales progress, with Budweiser, Mellon Bank and Chevrolet among the major clients. Cable rights are held by Home Sports Entertainment-Pittsburgh, a group of area systems operators led by Warner Amex. The cable network will carry 76 games this season as part of a pay cable package. Its price varies from system to system but averages around $9.95 a month.

Chicago Cubs

WGN-TV will provide coverage of 149 regular season games and four exhibition games. A spokesman said sales are progressing well, with about 70% of the advertising inventory sold. The major sponsors are Anheuser-Busch, True-Value Hardware, Toyota, Union Oil and Cannon Camera. He said the sales pace is outdistancing last year's. On radio, WGN(AM) has assembled a network of 46 stations in seven states. An official said sales are ahead of last year with major sponsorships by Heileman Brewing, True-Value Hardware, Chevrolet and Talman Home Federal & Savings Association. WGN(AM) is providing 25 games of the Cubs schedule to WOJO(FM) Chicago, which will provide play-by-play in Spanish.

Montreal Expos

Canadian brewer Carling-O'Keefe will be entering its fourth year of a six-year arrangement with the Montreal Expos as television broadcast rights holder. Each year the brewer sells back the TV rights for a certain number of games to CBC-TV which is assembling an English network of 41 stations and a French network of 18 stations.

CFCF(AM) holds the English-language radio broadcast rights, transmitting the games to a network of 35 affiliates, all of which are located outside Quebec province. The 1984 season is over 75% sold out, reports Arthur Sutherland, CFCF(AM) vice president and general manager. The station is in the fourth year of a five-year deal. CKAC(AM) continues to hold the French language radio broadcast rights, distributing the signal to a network of 40 stations. □

First-place finish for ABC and Olympics

The winter Olympics, picking up speed after a stumbling start (BROADCASTING, Feb. 20), carried ABC to solid victory in the prime time ratings for the week ended Feb. 19. ABC, with Olympics coverage filing 100% of its prime time hours, averaged a Nielsen rating/share of 19.7/30, more than two rating points ahead of CBS-TV's 17.6/27 and exactly three ahead of NBC's 16.7/25.

The Olympics helped ABC to win Thursday night, which normally goes to CBS, as well as Wednesday and Saturday nights and tie (with NBC) for first place on Monday. NBC won Tuesday, thanks not only to *A-Team* but also to the finale of its three-part *Celebrity* mini-series, which scored a 24.9/37—three rating points better than the Olympics—to rank second among the week's 49 shows. CBS won Friday with its regular lineup and Sunday with *60 Minutes* (23.5/36) plus part one of its *Master of the Game* mini-series, which produced a 24.2/35—more than seven points ahead of that night's Olympics (see story, "Top of the Week").

CBS presented a repeat of "Gone With the Wind" in two parts, Tuesday and Wednesday nights. Both parts turned in undistinguished third-place performances, 12.6/18 and 15.2/24, respectively. CBS also placed third on Saturday night, when a repeat of a *Charlie Brown Special* (9.2/15) led into the network's new *Airwolf* (11.8/19) and *Mike Hammer* (11.8/20) entries.

The week, the 21st of the 1983-84 season, brought season-to-date averages to 18.1/28 for CBS, 17.3/27 for ABC and 15.3/24 for NBC. CBS has won 14 weeks, ABC six and NBC one.

After the first 19 days of the Arbitron local measurement period (Feb. 1-19), ABC leads in the national ratings with an average of 18.9 to 17.1 for CBS and 16.4 for NBC. After the first 18 days of the Nielsen local sweep period (Feb. 2-19) ABC is ahead in the nationals with 18.6, followed by CBS at 17.5 and NBC at 16.4.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.0/41
2.	Celebrity, part 3	NBC	24.9/37
3.	Master of the Game, part 1	CBS	24.2/35
4.	Falcon Crest	CBS	23.9/41
5.	60 Minutes	CBS	23.5/36
6.	Winter Olympics, Thurs.	ABC	23.3/34
7.	Winter Olympics, Sat.	ABC	22.9/38
8.	A Team	NBC	22.7/33
9.	Simon & Simon	CBS	22.1/32
10.	Winter Olympics, Tues.	ABC	21.9/32
11.	Celebrity, part 2	NBC	21.4/33
12.	Winter Olympics, Mon.	ABC	20.8/31
13.	Facts of Life	NBC	20.6/30
14.	Dukes of Hazzard	CBS	19.9/32
15.	Knots Landing	CBS	19.9/31
16.	TV Bloopers	NBC	19.5/28
17.	Real People	NBC	19.4/29
18.	Knight Rider	NBC	19.3/27
19.	Magnum, P.I.	CBS	19.0/27
20.	Winter Olympics, Wed.	ABC	18.6/29
21.	Night Court	NBC	17.6/27
22.	Gimme A Break	NBC	17.4/25
23.	Diff'rent Strokes	NBC	17.1/28
24.	Scarecrow & Mrs. King	CBS	17.0/25
25.	Winter Olympics, Sun.	ABC	16.9/25
26.	St. Elsewhere	NBC	16.5/27
27.	Hill Street Blues	NBC	16.4/25
28.	Family Ties	NBC	16.3/23
29.	Silver Spoons	NBC	16.2/26
30.	TV's Greatest Commercials	NBC	15.3/24
31.	Gone With the Wind, part 2	CBS	15.2/24
32.	Winter Olympics, Fri.	ABC	14.8/24
33.	Mama's Family	NBC	14.6/24
34.	Cheers	NBC	14.6/21
35.	AfterMASH	CBS	14.4/20
36.	Disney Special	CBS	14.1/20
37.	We Got It Made	NBC	14.0/22
38.	Newhart	CBS	13.8/20
39.	Gone With the Wind, part 1	CBS	12.6/18
40.	Mike Hammer	CBS	11.8/20
41.	Airwolf	CBS	11.8/19
42.	Master	NBC	11.5/18
43.	Buffalo Bill	NBC	10.9/16
44.	Yellow Rose	NBC	10.7/18
45.	Emerald Point, N.A.S.	CBS	10.3/17
46.	Legmen	NBC	9.9/16
47.	Charlie Brown Special	CBS	9.2/15
48.	New Show	NBC	8.2/14
49.	First Camera	NBC	6.1/9

two AM's of Western Broadcasting Co. ("Top of the Week," Jan. 16). Those stations are WTVM(TV) Columbus and WJBF(TV) Augusta, both Georgia; KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana, and WAPA-TV San Juan, P.R. Head of SFN broadcasting division is Earl Morgenroth. WFTV is ABC affiliate on channel 9 with 316 kw visual and 31.6 kw aural and antenna 1,254 feet above average terrain.

WKRZ-AM-FM Wilkes-Barre, Pa. □ Sold by Northeast Radio Inc. to Newradio Inc. for $5 million cash. **Seller** is owned by Donald Wilks and Michael Schwartz (40% each) and James T. Shea (20%). They bought station for $850,000 ("Changing Hands," Nov. 10, 1980). Wilks and Schwartz are Springfield, Mass.-based group owners of three AM's and four FM's. They are majority owners of recent seller of WKZE-AM-FM Orleans, Mass., for $2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C. for $750,000 ("Changing Hands, Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for $1.5 million ("Changing Hands," Nov. 14, 1983). They also have bought, subject to FCC approval, WSNE-FM Taunton, Mass., for $3.6 million ("Changing Hands," Jan. 30). **Buyer** is headed by Stan Gurell, president. It also includes limited partnership of more than 60 investors whose general partner is headed by Saul P. Steinberg. Gurell is broadcast consultant and former president of group owner, National Science Network Inc. Steinberg is president of Reliance Group Holdings Inc., New-York-based investment firm involved mostly in insurance and real estate. WKRZ is on 1340 khz with 1 kw day and 250 w night. WKRZ-FM is on 98.5 mhz with 5.8 kw and antenna 1,180 feet above average terrain. *Broker: Blackburn & Co.*

KKON(AM)-KOAS(FM) Kealakekua, Hawaii □ Sold by Kona Koast Broadcasting Co. to Gil Stratton and his wife, Dee, for $910,000, including real estate. **Seller** is owned by Thomas Jones and his sister, Sally Lenart, who have no other broadcast interests. **Buyer**, Gil Stratton, is veteran CBS sportscaster now at CBS-owned KNX(AM) Los Angeles. Dee Stratton is actress and singer. KKON is on 790 khz with 5 kw full time. KOAS is on 92.1 mhz with 3 kw and antenna 150 feet above average terrain. *Broker: Chapman Associates.*

WSSJ(AM) Camden, N.J. □ Sold by Alan Vorhees and family to Pasquale L. Del Signore, general manager, and limited partnership for $850,000 note. **Sellers** have no other broadcast interests. **Buyers** are Del Signore, also known as Pat Delsi (1%), general partner, his wife, Margaret E. Del Signore (69%), and William G. Rohrer (30%). Rohrer is South Jersey banker. None have other broadcast interests. WSSJ is on 1310 khz with 1 kw day and 250 w night.

WCCW(AM)-WMZK(FM) Traverse City, Mich. □ Sold by Radio Station WCCW Inc. to Fabiano-Strickler Communications Inc. of Traverse City for $755,000 cash and assumption of mortgage. **Seller** is majority owned by John R. Anderson. Neither he nor other four investors have other broadcast interests. **Buyer** is owned by James C. Fabiano (60%) and William J. Strickler (40%). It also owns WSOO(AM)-WSUE(FM) Sault Ste. Marie, and WCBY(AM)-WQLZ-FM Cheboygan, both

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Feb. 13.

■ WKDC-AM Elmhurst, Ill. (1530 khz, 250 w-D)—Seeks assignment of license from William A. Lester, trustee, to DuPage Broadcasting Inc. for $80,000 purchase of assets. Seller took over station from previous licensee, Snyder Broadcasting Inc., owned by Robert E.J. Snyder, which filed for chapter 7 bankruptcy. Snyder has no other broadcast interests. Buyer is owned by previous owners of station, Frank Blettner (51%) and his sister, Lois (49%). They sold station to Snyder three years ago for $1 million ("Changing Hands," April 20, 1981), and have no other broadcast interests.

■ WSAC(AM)-WWKK(FM) Fort Knox, Ky. (1470 khz, 1 kw-D; FM: 105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Fort Knox Broadcasting Corp. to W&B Broadcasting Inc. for $475,000, comprising $150,000 cash and $325,000 seller's note. Seller is majority owned by B.E. Cowan and Gerald W. Howard, who have no other broadcast interests. Buyer is owned by William Walters (70%) and J. Michael Baldwin (30%). Walters is general manager and half-owner of WEKY(AM) Richmond, Ky. He also has minority interest in WKVL(AM) Clarksville, Tenn., in which he has bought, subject to FCC approval, negative control (see below). He also is applicant for new AM at Radcliffe, Ky. If granted permit, he will sell WSAC. Filed Feb. 10.

■ WFST(AM) Caribou and WDHP(FM) Presque Isle, both Maine (600 khz, 5 kw-D; FM: 96.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Northern Broadcasting Co. to Carrie L. Linthicum Esq. Northern is equally owned by R. Murray and Allison J. Briggs. Linthicum was appointed as interim trustee on Jan. 27., same day that Northern converted from chapter 11 to chapter 7 bankruptcy, and stations went silent. Filed Feb. 8.

■ KQWB-FM Moorehead, Minn., and KQWB(AM) Fargo, N.D. (1500 khz, 10 kw-D, 5 kw-N; FM: 98.7 mhz, 100 kw, HAAT: 465 ft.)—Seeks assignment of license from Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for $5 million, comprising $3 million cash, $1 million seller's note and $1 million noncompete agreement. App. for sale of WEBC(AM)-WGGR(FM) Duluth, Minn., involving same seller and buyer, was submitted last week ("For the Record," Feb. 20). Seller is principally owned by brothers, Larry and James Lakoduk. It also owns KQBR(AM) Brainerd, Minn. Buyer is owned by Alan R. Brill, head of Evansville, Ind.-based newspaper publisher which also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXY(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., subsidiary of Charlottesville, Va.-based Worrell Newspapers, which also owns WHSV-TV Harrisburg, Va., and WIFR-TV Freeport (Rockford), Ill. Filed Feb. 8.

■ WSLL(AM)-WZZB(FM) Centerville, Miss. (1080 khz, 5 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Western Mississippi Broadcasters Inc. to K-J Radio Inc. for $89,100, including $22,000 cash. Buyer will lease studios from seller. Seller is owned by Rayvon M. Smith (50%), Glendon W. Wisnor (25%) and Robert D. Cupit Jr. (24%). None have other broadcast interests. Buyer is equally owned by H.A. Kuhlmann Jr. and Jay Robert Gach. Kuhlmann is also applicant for three LPTV's. Filed Feb. 13.

■ KJMO(FM) Jefferson City, Mo. (100.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Triple D Properties from Harley Lampman (45% before; none after) and his wife, Mary (5% before; none after), to Frank R. Newell (45% before; 90% after) and his wife, Dianne (5% before; 10% after), for $324,525. Sellers have no other broadcast interests. Buyer, Frank Newell, is station's president and general manager. Filed Jan. 31.

■ KKCI(AM) Liberty, Mo. (1140 khz, 500 w-D)—Seeks assignment of license from Golden East of Missouri Inc. to Kansas City Communications Inc. for $280,000 cash. Seller is controlled by Larry Melvin Saunders and Norman B. Beasley. It also owns co-located KKCI-FM and WPEX(AM)-WWDE(FM) Hampton, Va. KKCI-AM-FM were bought two years ago for $2,350,000 ("Changing Hands," March 29, 1982). Buyer is owned by Elbert L. Anderson (50%); his wife, Cheryl (10%), and Delores Maxwell (40%). Filed Feb. 1.

■ KQUY(FM) Butte, Mont. (95.5 mhz, 50 kw, HAAT: 1,820 ft.)—Seeks transfer of control from Lamont Jensen (51% before; none after) to Sunbrook Broadcasting Inc. (49% before; 100% after) for $233,000 seller's note. Seller has no other broadcast interests. Buyer already owns other 49%. It is owned by Edward Cooper (17%); his wife, Barbara McIntyre (16.3%); his brother, Alan Cooper (33.3%), and Larry Roberts (33.3%). They recently bought KCSJ(AM) Pueblo, Colo., for $700,000 ("Changing Hands," July 4, 1983). Filed Feb. 10.

■ WSSJ(AM) Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WSSJ Broadcasting Ltd. Partnership to WSSJ Broadcasting Ltd. Partnership for $850,000 note. Seller is owned by Alan Vorhees and family, who have no other broadcast interests. Buyer is owned by Pasquale L. Del Signore, who is sole general partner (1%), Margaret E. Del Signore (69%) and William G. Rohrer (30%). None have other broadcast interests. Filed Feb. 9.

■ KLTE(FM) Oklahoma City (101.9 mhz, 100 kw, HAAT: 457 ft.)—Seeks assignment of license from KLTE Broadcasting Inc. to Mel Wheeler Inc. for $3.15 million cash. Seller is majority owned by Clint Murchison Jr., who is part owner of Dallas Cowboys football team. Murchison also has interest in subscription TV companies. Other owners include Kenneth L. Dowe, president. Seller bought station five years ago for $970,000. Buyer is owned by Mel Wheeler and his family. It also owns WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton and KDNG-FM Gainesville, both Texas. It also recently bought WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo., for $6.6 million ("Changing Hands," June 6, 1983). It is 80% owner of recent seller of KSRD(FM) Seward (Lincoln), Neb., for $864,000 ("Changing Hands," Dec. 12, 1983). Filed Feb. 10.

■ WMKX-FM Brookville, Pa. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of 51% of license from Stephen S. Strattan to James W. Farley for $170,000, comprising $30,000 cash, approximately $70,000 seller's note and assumption of approximately $70,000 in liabilities. Other 49% is owned by Joseph D. Powers, who will retain his interest. Powers also owns 49% of WRXZ(FM) Kane, Pa. Filed Feb. 13.

■ WIVA(FM) Aguadilla, P.R. (100.3 mhz, 15 kw, HAAT: 1,000 ft.; CP: 38 kw)—Seeks assignment of license from Aguadilla Radio and TV Corp. to Arso Radio Corp. for $400,000, comprising $100,000 cash and $300,000 seller's note. Seller is owned by Hector Reichard, who also owns co-located WABA(AM). Buyer is owned by Jesús M. Soto. He owns half of WGDL(AM)[CP] Lares, P.R., which he will sell to comply with regional concentration rule. He also owns WPRM-FM San Juan and WNEL(AM) Caguas, both Puerto Rico. Filed Feb. 10.

■ WHLP-AM-FM Centerville (1570 khz, 5 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.) and WGNS(AM) Murfreesboro (1450 khz, 1 kw-D, 250 kw-N), all Tennessee—Seeks involuntary assignment of license from Davidson Broadcasting Corp. to Larry G. Womack, receiver. Womack was appointed receiver by Chancery Court for Davidson County, Tenn., on Jan. 31. He will look for buyers for stations.

■ WKVL(AM) Clarksville, Tenn. (1550 khz, 1 kw-D)—Seeks transfer of control of Two Rivers Broadcasting Corp. from J. Barry Williams (1% before; none after) to Bill G. Walters (49% before; 50% after) for $100. Other 50% is owned by Charles M. Anderson. Filed Feb. 8.

■ WKGN(AM) Knoxville, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Group Y Communications Corp. to Sharon Broadcasting Corp. for $475,000, comprising $125,000 cash and $350,000 seller's note. Seller is group of Denver-based investors including Samuel J. Yacovazzi (40%), Edward A. Kearney (3%) and James B. Wallace (6.75%), who have minority interest in applicant for new FM at Evergreen, Colo. It bought station three years ago for $300,000 ("Changing Hands," July 15, 1981). Others have no other broadcast interests. Buyer is owned by Alvin R. Umans, Robert L. Haag and Howard N. Gilbert (20% each); Avis Cohn Primack and Samuel Feigenbaum (15% each), and Frederick C. Jacob (10%). It also owns WGWY(AM) Charlotte, Mich., and WYGY(AM) Wyoming, Mich. They also are majority owners of WGLY(FM) Goulds, Fla. Umans, Haag and Gilbert also are majority owners of mutually exclusive applicant with WSNS(TV) Chicago. Filed Feb. 13.

■ WORM-AM-FM Savannah, Tenn. (1010 khz, 250 w-D; FML 101.7 mhz, 3 kw, HAAT: 175 ft.)—Seeks assignment of license from Savannah Broadcasting Service Inc. to Gerald W. Hunt for $225,000, comprising $50,000 cash and $175,000 seller's note. Seller is equally owned by William L. Barry and Janet L. Bunn. Neither has other broadcast interests. Buyer is general manager of WVOM(AM)-WTIB(FM) Iuka, Miss. Filed Jan. 30.

■ KJCH(AM) Cleveland, Tex. (1410 khz, 1 kw-U)—Seeks assignment of license from Cleveland Broadcasting Service to Cleveland Broadcasting Co. for approximately $344,000, comprising $125,000 cash, $34,000 seller's note and assumption of $185,000 in bank notes. Seller is owned by Thomas F. McDaniel and his wife, Ann, who have no other broadcast interests. They bought station five years ago for $255,000 ("Changing Hands," May 14, 1979). Buyer is owned by L. Giles Rusk, who is Houston-based attorney. He has no other broadcast interests. Filed Feb. 13.

■ KMXL(FM) Logan, Utah (94.5 mhz, 25 kw, HAAT: 980 ft.)—Seeks assignment of license from Bluejay Broadcasting Inc. to Cache Valley Broadcasting Co. for $408,000, comprising $75,000 cash, assumption of approximately $358,000 in liabilities and $50,000 seller's note. Seller is majority owned by Jeff and Lisa Weber. It bought station two years ago for $338,000 ("Changing Hands," April 5, 1982), and has no other broadcast interests. Buyer is owned by Reed Bullen and family. He also owns co-located KVNU(AM) and has half interest in Logan cable system. Filed Feb. 13.

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities changes

AM applications

Tendered

■ WDLP (590 khz) Panama City, Fla.—Seeks CP to increase power to 5 kw-D and 2.5 kw-N and to install DA-2. MEA. Ann. Feb. 14.

■ WKCN (910 khz) North Charleston, S.C.—Seeks CP to change hours of operation to unlimited by adding 500 w-N and installing DA-N; change city of license to "Dorchester Terrace-Brentwood, S.C." MEA. Ann. Feb. 15.

Accepted

■ WABB (1480 khz) Mobile, Ala.—Seeks MP (BP-83727AB, as mod.) to augment night pattern. Ann. Feb. 17.

■ WCEG (1530 khz) Middleborough, Mass.—Seeks MP (BP-19936, as mod.) to make changes in ant. sys.; reduce power to 500 w; change to non-DA, and change TL. Ann. Feb. 17.

■ WJON (1240 khz) St. Cloud, Minn.—Seeks CP to make changes in ant. sys. and increase daytime TPO. Ann. Feb. 14.

■ WINS (1010 khz) New York—Seeks CP to make changes in ant. sys. by augmentation of standard modified pattern. Ann. Feb. 14.

■ WNYR (990 khz) Rochester, N.Y.—Seeks CP to augment nighttime authorized radiation pattern. Ann. Feb. 14.

■ KEYG (1490 khz) Grand Coulee, Wash.—Seeks CP to make changes in ant. sys. and increase tower height. MEA. Ann. Feb. 14.

FM applications

Tendered

■ *KUSC-FM (91.5 mhz) Los Angeles—Seeks CP to change TL; increase ERP to 25 kw; decrease HAAT to 667 ft., and make changes in ant. sys. Ann. Feb. 15.

Accepted

■ KTTZ (103.1 mhz) Oracle, Ariz.—Seeks mod. of CP